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Salesman of the Right

Robert Henry Winborne Welch Jr.

THERE is something about this man that drives me nuts," an intimate of Robert Henry Winborne Welch Jr. for many years said of Mr. Welch yesterday. The speaker, who declined to have his name used, said Mr. Welch appeared to be personally considerate, kindly and a good family man.

"But dammit," he Man added in perplexity and dropped the subject. Mr. Welch, News 61-year-old retired candy manufactur-

er, is the man who founded the John Birch Society with a dozen other men on a wintry day in December, 1958, in Indianapolis. As the leader of the ultra-conservative, anti-Communist organization, Mr. Welch has been accused of referring to former President Dwight D. Eisenhower as a Communist.

Yesterday in Belmont, Mass., he denied he had ever called General Eisenhower a "card-carrying Communist."

Others who described themselves as intimates also expressed certain reservations about the voluble Mr. Welch, who was described as a "compulsive speaker."

"I know of no man as sincere, honest, devoted and as loyal an American citizen as Bob Welch," said another of his friends. But, there is a question in his methods. I think he ought to use a rifle instead of a shotgun, perhaps."

Braden Defends Him

Spruille Braden, former Assistant Secretary of State, former head of the New York City Anti-Crime Commission and former Ambassador to a number of countries including Cuba, and a member of the society's national council spoke more positively about the subject. He said he had first met Mr. Welch when the latter headed the cultural committee of the National Association of Manufacturers.

"He is the best informed man on communism that I know," he said. "He is a piece, mild-mannered chap who works eighteen hours a day with no pay. He is highly intelligent, cultured and he is a man convinced, as I am, that communism is a present danger that should be exposed. Through the John Birch Society, he is trying to show

pepper to taste, the day test. 2. Add two teaspoons salt and brown it well on all sides. 3. Turn the meat into shape. 4. Cooker. Heat the fat. If neces- 1. Use a four-quart pressure 3 to six ounces. 4. Carrots 1. Add a small head of cabbage



Associated Press

Opposed to income tax and civil rights.

President Eisenhower was not the only victim of the "Red smear" tactics of the society. Mr. Welch also identified as members of the Communist underground working in America were Dr. Milton Eisenhower, the late Secretary of State John Foster Dulles and Allen W. Dulles, head of the Central Intelligence Agency.

In a speech in 1958 that outlined the policies of the society, Mr. Welch advocated the impeachment of Chief Justice Earl Warren, repeal of the income tax law, an end to the North Atlantic Treaty Organization and foreign aid, cessation of cultural exchanges with the Soviet Union, restrictions of collective bargaining and an end to all civil rights programs. He termed civil rights as merely a cover-up for a movement similar to the communist movement in China.

Prior to the Presidential election Mr. Welch said of President Kennedy:

"... As a member of the United States Senate running for the Presidency and smart enough to know the strong Communist support behind the scenes which he will have to



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